



MI NETS



STATES



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Michigan Network of Employers for Traffic Safety

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Michigan NETS Announces Creation of Advisory Council

The Michigan Network of Employers for Traffic Safety has recently established its first ever Advisory Council.

Michigan NETS Advisory Council members who will be providing guidance and feedback to the State's NETS coordinator are: Betty Mercer, Division Director, Office of Highway Safety Planning; Tom Reel, President, Traffic Safety Association of Michigan; John Bishop, Attorney, Detroit Edition; Tom Church, District Human Resources, United Parcel Service; Tony Dacoba, Pharmacia & Upjohn Inc.; Tom Gottschalk, Director of Driver Safety, Mercy Ambulance; Jay Minotas, Manager, General Motors Safe Driving Program; & Terry Westfall, Corporate Safety Director, Consumers Energy.

One of the main purposes of forming the Advisory Council was to gain insight from Michigan

businesses both small and large and utilize their collective years of experience in safety for benefiting our entire Michigan NETS membership. The Advisory Council had its first meeting in March, 1997 and agreed to meet on a quarterly basis. Their most recent meeting was held on May 14, 1997 and was held in conjunction with the Michigan Traffic Safety Summit held at the Amway Grand Plaza Hotel in Grand Rapids.

"Create the Habit Campaign" Hits Goals!



Over a year ago, Michigan NETS partnered with the GM Lansing Car Assembly Plant, which employs over 4,000 people, to implement a work place traffic safety program. This pilot project developed a safe driving program that focuses on three aspects of automotive safety, increased usage of safety belts, improvements in the use of child restraints, and the reduction of drinking and driving behaviors. The project has been entitled: "Create the Habit."

- Over the last year the Lansing Car Assembly Plant has increased safety belt use by over 18 percentage points. The base line survey taken before this project ever started was 59%. The latest survey resulted in a use rate of 77%.
- 150 Restraint Seats have been loaned to family members at the work site. G.M.'s EAP program along with Easter Seals made training (proper use and installation of car seats) mandatory before any seat was released to a GM employee.
- Awareness programs curbing drinking and driving behaviors have also made a positive impact on the overall effectiveness of the "Create the Habit," campaign.

A special thanks to our GM implementation team for the outstanding contributions they have made to the success of this campaign: John Rosendahl, Denny Moore & Dave Brown. "We still have work to be done, but we've come a long way over the last year," said team leader John Rosendahl.

As a result of this pilot project in Lansing, other GM plants in the country have been relying on the expertise and insight of John, Denny and Dave in establishing work place traffic safety programs at their work sites.

Michigan NETS Launches

"National Drive Safely at Work Week" Campaign

Nationally, business leaders and government agencies joined forces to combat the number one cause of work place deaths, traffic crashes, through National Drive Safely at Work Week, April 20-26. The first government/corporate-sponsored employee transportation safety campaign of this magnitude was spearheaded by the Network of Employers for Traffic Safety (NETS) and PHH Vehicle Management Services, a global vehicle management company.

Over 100 Michigan businesses, representing in excess of 250,000 employees, took part in promoting National Drive Safely at Work Week by:

- distributing safe driving tips to employees and customers
- implementing special employee traffic safety awareness campaigns, seminars and programs
- hanging posters in high-traffic areas in the office
- Sponsoring special events

Special PR kits containing promotional ideas and clip art were provided by Michigan NETS to all members who were interested in promoting this special event.

The state wide kick off was held at a UPS facility at Lansing Capitol City Airport. Lt.Col. James Bolger of the Michigan State Police facilitated the press conference and encouraged all businesses in the state to promote traffic safety in order to improve employee driver behavior and skills. UPS spokesperson, Tom Church, indicated their drivers log over 2 billion miles a year nationally. "It's no wonder that safe driving is an important concern to our company. We want to insure the highest level of safety for our drivers and all other motorists traveling our highways. UPS spends over 100 billion dollars on drivers training both in the classroom and behind the wheel. Increasing highway safety initiatives is the reason why UPS assists NETS by sharing our best practices in the community," said Tom Church of UPS. Erv Berens, UPS driver was also recognized for attaining more than 35 years of crash free driving. Charley McGinnis of Consumers Energy also echoed his company's commitment to traffic safety. He stated that the leading cause of injury to Consumers Energy employees were not caused by electrical mishaps, but by traffic crashes.

Traffic crashes nationally are the number one cause of work place death and result in a collective cost to employers of \$54.7 billion per year. when taking into consideration workers' compensation, lost hours and lost equipment. In 1995, vehicle crashes were responsible for

5,300 workplace deaths.

Dan Vartanian, Michigan NETS coordinator, thanks all NETS members for their participation in promoting National Drive Safely at Work Week. Plans have begun for next years campaign in cooperation with national NETS.

Record Attendance at Michigan Traffic Safety Summit

The 1997 Michigan Traffic Safety Summit sponsored by the Michigan Traffic Safety Management Steering committee and the Michigan State Safety Commission hosted its second annual summit May 13-14, 1997 at the Amway Grand Plaza Hotel. The conference was a huge success and attracted over 350 delegates. The purpose of the summit was to create new and improved traffic safety partnerships through communication and understanding of Michigan's traffic safety management system.

Over 25 workshops were conducted over two days covering issues such as: Intelligent Transportation Systems; Motorcycle Safety Awareness; Community Solutions to the Challenges of Mature Driver; Air Bag Basics; Enforcement and Adjudication; Implementation of the Michigan Graduated Driver Licensing Program; Truck Driver Education; Emergency Care training and many others.

The Summit this year was kicked off by the Michigan State Safety Commission's awards to individuals and organizations who made outstanding contributions to traffic safety in Michigan. Commitment, dedication and perseverance marked this year's group of 15 winners.

Michigan NETS member, Consumers Energy was presented with the Commission's Employer Program Award . Vice President of Consumers Energy Gas Operations, Paul Preketes accepted this prestigious award on behalf of the corporation. Consumers Energy Gas Division decided to look carefully at ways to reduce preventable traffic crashes among its over 2,000 employees. The company instituted a multi-faceted awareness program, which included a management review with employees after a traffic crash, special training, safety meetings on driver awareness and an information blitz. As a result, the company reduced preventable crashes 56 percent, from 1993 to 1996.

Please mark your calendars now, next year's conference will take place May 12-13, 1998, at the Kellogg Center, East Lansing, Michigan.

Teamwork for Tomorrow

Special Thanks

The 1997 Traffic Safety Summit's theme, "Teamwork for Tomorrow," has been reinforced with the tremendous amount of corporate support received from our private sector partners. Earlier in the year we reached out to many of our business community partners and requested their support of our second annual, Michigan Traffic Safety Summit. The goal of our request was to increase attendance by local community representatives by keeping the cost to participants of the Summit down. Our goal was achieved and due mainly to the generous donations from our corporate partners. Our heartfelt thanks to those sponsors who made this Summit so successful. We look forward to next years Summit and urge your participation to support our annual conference in 1998.

A Picture is Worth a Thousand Words!!!



Michigan NETS has a new poster and paycheck stuffer available to all NETS members in limited quantities. By talking about the mere one second of a crash, this colorful visual of broken eggs helps convey the violence an unbelted-body endures in just one second of a crash. To receive a supply of these items, please fax your order to the Michigan Resource center including your shipping address, to (517) 882-7778, or call 1-800-626-4636.

Driver Fatigue & Alertness Study Results Released

Results of a seven-year project, "Commercial Motor Vehicle Driver Fatigue and Alertness Study," were recently released. Conducted by the U.S. Department of Transportation, Transport Canada and the Trucking Research Institute, the study involved 80 drivers who were observed over 4,000 hours of driving, covering nearly 250,000 miles.

Major findings of the study are as follows:

- The time of day had more impact on alertness than cumulative time on duty. Fatigue was more likely to occur when driving between midnight and dawn.
- Drivers slept an average of 2.5 hours less than the daily "ideal" requirement, which was 7.2 hours of sleep.
- Drivers were not good at assessing their own levels of alertness. They rated themselves as more alert than the performance tests indicated.
- There were large individual differences among drivers in levels of alertness and performance.

For more information regarding this study, you can access WWW the site at:

<http://www.cta.ca/bull01020a97.html>

Summer Driving Tips



Although weather conditions are usually optimal during June, July and August, these three months end up taking the lives of hundred of Michiganders each year, throw in the 4th of July holiday and summer can end up being a deadly time to drive.

In order to reduce the number of fatalities and injuries during the next three months, the national "Safe & Sober" campaign implemented by the Office of Highway Safety Planning, offer the following summer driving tips to you and your employees:

- Always wear a seat belt. Wearing a seat belt reduces the odds of injury or death by 50 percent. Of 1,505 Michiganders that were killed in 1996 in car crashes, 554 were not wearing their seat belt according to the Office of Highway Safety Planning statewide statistics.
- Never drink and drive. Last year 555 people were killed in alcohol-related crashes in Michigan. Make sure to designate a driver when attending a summer party where alcohol will be served.
- Don't speed. Thirty-one percent of all fatal crashes are speed-related and the chance of death or serious injury doubles for every 10 mph traveled over 50mph. Nationwide, the

economic cost of speed-related crashes is estimated at 24 billion each year.

- Make sure children are properly buckled-up. The safest location for children to be properly restrained is in the back seat.
- Pay attention to the road. When traveling during the summer, it is easy to get distracted reading a map or looking for directions. However, improper emergency stops to the side
- of the road can be dangerous too. If lost, wait until a rest stop or service station appears and then pull off the roadway safely. Plan ahead for summer trips. To avoid having to make unnecessary stops on the side of the road, get an "automotive check-up" before going on a trip.
- Don't drive drowsy. When taking long trips this summer, make sure to take frequent breaks or take turns driving with another passenger.
- Always be aware of children in the roadway. During the summer, more children are out riding bicycles and playing near streets. Be prepared to stop suddenly and keep alert.

NEWS YOU CAN USE

The Michigan Resource Center

OHSP has several new items available, in limited quantities

- Don't be Road Kill posters and bumper stickers - campaign featuring Ted Nugent to encourage safety belt use by young, male pickup truck drivers.
- Zip, Zero, Zilch posters, bookmarks and video - updated materials concerning the state's zero tolerance law, which makes it illegal for motorists under 21 to drink and drive, are in stock. There are two versions, one featuring students in an urban setting and one featuring students in a suburban setting.
- Designated Driver posters - uses clever new terms for a designated driver to target the 21-34 year-old age group to drive safe and sober.
- Air bag alert - talks about the urgency of seating children in the back seat of vehicles with dual air bags in a one page, two-sided flyer.

The best way to order materials from the Michigan Resource Center is to fax your order, including shipping address, to (517)882-7778, or call 1-800- 626-4636.

"Tips for Safer Trucking"

The Michigan Truck Safety Commission has a new brochure available entitled, "Tips for Safer Trucking." This multi colored brochure highlights tips all drivers can use to stay safe, and share the road safely with large trucks. To receive your complimentary copy, call MTSC.

Education Center (800)682-4682
Upper Peninsula (800)469-7364

Safe, courteous, responsible driving by all drivers will lead to fewer crashes and better operating conditions on Michigan's roadways. Make a personal commitment to safety, Drive Michigan Safely.
